

a posting handler connected to said posting terminal via said digital interface, said posting handler processing a posting request from said posting terminal;

a database operably connected to said posting handler, said database storing information from said record of a good;

a database to presentation layer mapping module, said presentation layer mapping module communicating data from said database and translating said data to a presentation format; and

a transaction processor operably connected to said database server, said transaction processor clearing financial transactions with a finality of ownership transfer [and transferring legal title to said good] in response to a participant purchase request.

2. (amended) The system of claim 1 wherein said [posting] terminal comprises:

a computer;

a digital camera operably connected to said computer;

a modem operably connected to said computer, said computer receiving an image of a good from said digital camera, generating with said user a record of said goods, said record of said good having a sales price and a description of said good, and transferring said record of said good to said modem.

6. (amended) A method for establishing an electronic market place for goods through a central market maker computer and a network of posting/de-posting terminals, said method comprising the steps of:

creating a data record of a good at said [posting] terminal, said record of said good conveying a binding offer to sell [legal title to] said good;

transferring said record of said good to a market maker computer, storing said record of said good from said step of transferring in a database at said market maker computer;

displaying said record of said good to a participant;

clearing a financial payment from said participant for said good at said market maker computer; and

transferring legal title to said good at said market maker computer by changing ownership designated in said record of said good at said market maker computer.

8. (amended) The method of claim 6 comprising the further steps of:

storing the record of said good, said record of said good denoting the sale price; and

[displaying] transferring said record of said sales of said good [on] to a mass storage medium.

10. (amended) A method for establishing a two-tiered electronic market place of dealer-to-dealer pricing information and retail pricing information for goods through a central market maker computer and a network of posting terminals, said method comprising the steps of:

creating a data record of a good at a posting terminal<sub>1</sub>[;] said record having a retail sales price and a dealer-to-dealer sales price;

transferring said record of said good to a market maker computer;

storing said record of good in a database at said market maker computer; and  
displaying said record of said good to a participant, said record of said good displaying  
the retail price of said good if said participant is a retail customer and displaying said retail  
price and said dealer-to-dealer price if said participant is a dealer participant, wherein said  
record of said dealer-to-dealer price of said good is not displayed to said retail customer.

Please add claims 11-32 as set forth below.

11. (new) A method for establishing an electronic market place for goods through a  
central market maker computer and a network of posting/de-posting terminals, said method  
comprising the steps of:

creating a data record of a good at said terminal, said record of said good conveying a  
binding offer to sell said good;

transferring said record of said good to a market maker computer, storing said record  
of said good from said step of transferring in a database at said market maker computer;

displaying said record of said good to a participant; and

withdrawing the binding offer to sell said good by an original owner of said good at  
said market maker computer by removing said data record of said good from said market  
computer.

12. (new) A system for presenting a data record of a good for sale to a market for  
goods, said market for goods having an interface to a wide area communication network for

presenting and offering goods for sale to a purchaser, a payment clearing means for processing a purchase request from said purchaser, a database means for storing and tracking said data record of said good for sale, a communications means for communicating with said system to accept said data record of said good and a payment means for transferring funds to a user of said system, said system comprising:

- a digital image means for creating a digital image of a good for sale;

- a user interface for receiving textual information from a user;

- a bar code scanner;

- a bar code printer;

- a storage device;

- a communications means for communicating with the market; and

a computer locally connected to said digital image means, said user interface, said bar code scanner, said bar code printer, said storage device and said communications means, said computer adapted to receive said digital image of said good for sale from said digital image means, generate a data record of said good for sale, incorporate said digital image of said good for sale into said data record, receive a textual description of said good for sale from said user interface, store said data record on said storage device, transfer said data record to the market for goods via said communications means and receive a tracking number for said good for sale from the market for goods via said communications means, store said tracking number from the market for goods in said data record on said storage device and printing a bar code from said tracking number on said bar code printer.

13. (new) The system of claim 12 wherein said textual description received from said user interface includes a sale price for said good for sale, wherein said computer adapted to transfer said data record further conveying a binding offer for sale of said good at said price from said computer to said market.

14. (new) The system of claim 12 wherein said computer is further adapted to receive said bar code from said bar code scanner, said bar code identifying said tracking number of said good for sale on the market for goods, transmit said tracking number to said market for goods and retrieve said data record identified by said tracking number, wherein said computer adapted to transmit said tracking number further conveys a withdraw of said binding offer for sale of said good at said price from said computer to said market.

15. (new) The apparatus of claim 12 wherein said image input means is a digital camera.

16. (new) The apparatus of claim 12 wherein said image input means is a digital scanner.

17. (new) The apparatus of claim 12 wherein said communications means is a modem.

18. (new) The apparatus of claim 12 wherein said communications means is via an internet.

19. (new) An electronic market for goods apparatus for use with a posting terminal apparatus, said posting terminal apparatus having means for creating a digital image of a good for sale, means for creating a data record of said good for sale, a tracking number printer means, a tracking number scanner means and means for communicating to said electronic market for goods apparatus, said electronic market for goods apparatus comprising:

a communications means for communicating with the posting terminal apparatus;

a post/de-post communications handler operably connected to said communications means, said communications handler receiving a data record of a good for sale from the posting terminal apparatus, said communication handler detecting a predetermined posting terminal apparatus identification code from the posting terminal apparatus and verifying from said code that the posting terminal apparatus is an authorized user of said market for goods apparatus;

a storage device operably connected to said post/de-post handler, said storage device adapted to receive and store said data record of a good for sale, said data record containing an image of said good for sale and a textual description of said good for sale;

a presentation mapping module operably connected to said storage device and a wide area communication network, said presentation mapping module providing via said wide area communication network an interface to said market for goods for a participant, said presentation mapping module providing said participant with access to said data record textual description and said image of said good for sale;

a transaction processor operably connected to said wide area communication network and said storage device, said transaction processor adapted to receive a purchase request and

payment means from said participant, clear said purchase request and payment means and if said payment means clears then transfer the ownership of said good for sale by modifying said data record of said good for sale to reflect the new ownership of said good for sale by said participant;

a notification means operably connected to said transaction processor said notification means notifying the posting terminal apparatus in response to said transaction processor transferring ownership of said good for sale denoting with a finality of transaction said new ownership of said good.

20. (new) The market apparatus of claim 19 further comprising:

a security handler operatively connected between said post/de-post handler and said data storage device, said security handler providing means for authorizing, authenticating and securing said communications between said post/de-post handler and said data storage device.

21. (new) The market apparatus of claim 19 wherein said data storage device is a relational database.

22. (new) The market apparatus of claim 19 further comprising:

a world wide web server operably connected between said presentation mapping module and said wide area communications network, said world wide web server providing said participant with data entry fields in predetermined categories in which to request a search of said data storage device for a data record of a good for sale.

23. (new) The market apparatus of claim 19 further comprising;  
an accounts database operably connected to said transaction processor, said accounts database containing an account number to track the funds payable to said user of said posting terminal apparatus, where said funds payable is generated from transfer of said good to said participant of said market apparatus.

24. (new) The market apparatus of claim 19 wherein said post/de-post handler generates a unique tracking number and sends said unique tracking number to the posting terminal apparatus in response to said post/de-post handler receiving said data record of said good for sale from the posting terminal apparatus.

25. (new) The market apparatus of claim 19 wherein a relationship exists between said market apparatus and a user of the posting terminal apparatus, said relationship conferring on said act of receiving said data record of said good for sale a legally binding offer for sale of said good at a predetermined sale price of said good.

26. (new) A method for establishing an electronic market place for goods and collectibles through a central market maker computer and a network of posting terminals, said method comprising the steps of:

creating a data record of a good for sale at a posting terminal, said record of said good for sale having a digital image of said good for sale and a textual description of said good for sale, said record of said good for sale conveying a binding offer to sell said good;



transferring said data record of said good for sale to a market maker computer over a communication network;

storing said data record of said good for sale from said step of transferring in a database at said market maker computer;

displaying said data record of said good for sale from said market maker computer to a participant, said display showing said digital image of said good for sale and said textual description of said good for sale;

clearing a financial payment from said participant for said good for sale at said market maker computer; and

transferring legal title to said good at said market maker computer by changing ownership designated in said data record of said good for sale at said market maker computer.

27. (new) The method of claim 26 comprising the further steps of:

accepting a new sale price for said good from said participant;

modifying said data record of said good at said market maker computer to reflect said new sales price from said step of accepting; and

displaying said data record of said good to a second participant, said display showing said digital image of said good for sale, said textual description of said good for sale, said data record of said good for sale reflecting said new sales price to said second participant.

28. (new) The method of claim 26 comprising the further steps of:

storing said data record of said good for sale, said data record of said good for sale reflecting a sales date and a sales price for said good on a mass storage medium.

29. (new) The method of claim 28 wherein said mass storage medium is a CD-ROM.

30. (new) The method of claim 26 comprising the further steps of:

generating a unique tracking number for said data record of said good at said market maker computer in response to said step of transferring said data record of said good for sale from said posting terminal to said market maker computer, said unique tracking number identifying an individual data record of a good for sale on said market maker computer and;

transferring said unique tracking number from said step of generating from said market maker computer to said posting terminal.

31. (new) The method of claim 30 further comprising the steps of:

printing said unique tracking number at said posting terminal in response to said step of transferring said unique tracking number from said market maker computer to said posting terminal.

32. (new) The method of claim 31 wherein said step of printing said unique tracking number is in a bar code format, said bar code format suitable for attaching to said good for sale that was represented by said data record of said good for sale.